



American Corn Growers Association

P.O. Box 18157 • Washington, DC 20036 • 202-835-0330 • Fax: 202-463-0862

Before the
Federal Communications Commission
Washington, DC 20554

In the Matter of)
Implementation of Section 621(a)(1) of)
The Cable Communications Policy Act) **MB Docket No. 05-311**
Of 1984 as Amended by the Cable)
Television Consumer Protection and)
Competition Act of 1992)

COMMENTS OF THE AMERICAN CORN GROWERS ASSOCIATION

The American Corn Growers Association (ACGA) is America's leading progressive commodity association, representing the interests of corn producers in 35 states. Since its inception in 1987, the ACGA has worked tirelessly to enhance farm income and protect rural communities. We recognize that farmers here and abroad need to have the opportunity to be rewarded for their time, investment, and commitment to feeding the world. The ACGA is also a member of the Consumers for Cable Choice¹ alliance of consumer organizations with members throughout the United States who are committed to the development of a competitive, vibrant cable communications market.

ACGA takes a global view of the various markets in which we must survive on a daily basis. Just as producers have had to adapt to various market fluctuations, so too must other industries. In America, we in business understand and feel the influence of the consumer, and the business community has learned many lessons about consumer reaction. In business, it is understanding the consumer that makes us successful, or not.

Cable or video provider companies should be no exception to these rules. When regulations for cable services were designed by the FCC for the local authorities to maintain, the actual concept of paying for television services was still a topic for stand-up comedy.

Today's world with enormous technological advances is quite a different place. Consumers crave more advanced services. Yet even though advanced

services can be made available to us, outmoded local regulations have become the huge obstacle standing in the way. Just think, our own local regulatory process stands in the way of consumer demand, competitive pricing, and the possibility of vastly improved personal and business communications. At ACGA, we think that's not the right way to conduct business in these United States. In order to keep up with technology, we need to adapt our rules and regulations to create a level marketplace where all business entities may compete fairly to earn consumer confidence. It should not be that local regulations stop some businesses from offering a product – but not others. That's not American capitalism at its best.

ACGA believes that an equal playing field is the best way to operate. Toward this end, we urge the FCC to modernize its rules in a manner that will allow all providers of video content to offer their services to consumers. In addition, we advise the Commissioners to examine carefully the manner in which they accomplish the task. While some rules may need to be changed at the local level, we still want the localities to be able to collect franchise fees, and negotiate in a timely manner.

We at ACGA believe that the efforts of the FCC to eliminate impediments to new entrants in the cable franchise marketplace have potential benefits on two levels: to enhance entertainment options, and help our members increase their competitive edge through gaining much needed advanced communication services.

The American Corn Growers Association urges the Federal Communications Commission to expedite the creation of a competitive playing field in cable franchising that will benefit the American consumer.

Respectfully submitted,

By: 

Larry Mitchell
Chief Executive

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